

# Brayden Culligan

## Digital Media & Strategic Communications Specialist

Pairing digital and social content, products, and strategies, I have helped organizations effectively engage audiences across the public, private, and non-profit sectors.

### Contact

1 (514) 916-5879

braydenculligan@gmail.com

braydenculligan.com

2428 Agricola Street,  
Halifax, NS, B3K 4C2

### Skills

Research & Messaging

Campaign Development

Social Media Strategy

Copy Writing + Editing

Graphic & Motion Design

Videography + Video Editing

Photography + Photo Editing

Proposal & Grant Writing

### Languages

English (Native/Fluent)

French (Advanced)

### References

Available upon Request

## EXPERIENCE

### GOVERNMENT OF NOVA SCOTIA 2020 – PRESENT

#### DIGITAL MEDIA STRATEGIST

Driving creative direction, content strategy, and production processes for 100+ channels representing the NS Liberal Caucus, NS Liberal Party, and Premier's office. Monitoring and optimizing performance of these strategies.

### DUNSKY ENERGY CONSULTING 2018—2020

#### COMMUNICATIONS COORDINATOR

Strategizing, conceptualizing, and producing written and visual marketing content. Managing social media and quarterly newsletter, and producing numerous info-designs and data-visualizations for clients. Assessing business development opportunities, and writing proposals with a record rate of success over the 2018–2018 period.

### MCGILL UNIVERSITY 2015 – 2018

#### MULTIMEDIA ASSOCIATE INTERN

Internship with the Office of Sustainability at McGill University. Conceived and produced a wide variety of digital, print, and video campaigns — Notably a successful referendum campaign for a \$1M seed-funding program.

### AALBORG UNIVERSITY JAN – JULY 2018

#### MULTIMEDIA PRODUCER

Part-time role with the Sustainable Energy Planning Research Group at Aalborg University (Copenhagen) developing and producing a variety of digital, print, and video campaigns.

### PHOTOFUND 2016—2019

#### DIRECTOR OF PUBLIC RELATIONS

Developing + maintaining brand identity for a social enterprise raising funds for local charities through the provision of creative services. Start-to-finish production of a wide variety of print + digital materials, photo + video.

## EDUCATION

### MCGILL UNIVERSITY 2015—2019

#### B.A. – MAJOR IN POLITICAL SCIENCE

Degree includes minor concentrations in communications and environmental science. Final research project was sentiment analysis surrounding various aspects of the Green New Deal.

### UNIVERSITY OF COPENHAGEN JAN – JULY 2018

#### B.A. – POLITICAL SCIENCE (EXCHANGE)

Exchange semester at the University of Copenhagen. Notable courses included Strategic Climate Communication and American Political Campaigns.